



**REQUEST FOR PROPOSALS  
FOR A  
ROCKY MOUNT EVENT CENTER  
MARKET/FEASIBILITY STUDY  
RFP # 640**



Responses are due  
Tuesday, June 26, 2012 by 2:00 p.m.  
Delton L. Farmer, Purchasing Manager  
331 South Franklin Street  
Rocky Mount, NC 27804

# REQUEST FOR PROPOSALS

## For a Rocky Mount Event Center Market/Feasibility Study

**RFP #640**

The Rocky Mount City Council has authorized contracting with a consulting firm to conduct a market analysis and feasibility study for an Event Center (i.e. Civic Center, Athletic Arena). At the City Council's Retreat held on February 22-24, 2012, the concept of building an event center was presented and the City Council unanimously supported moving forward with a market analysis and feasibility study.

### **Rocky Mount**

Rocky Mount is located in Eastern North Carolina at the intersection of Interstate 95 and US 64. The population of the City is 57,800, and the regional population of Nash and Edgecombe Counties is 150,000. Rocky Mount is located 55 minutes east of downtown Raleigh, an hour and 45 minutes south of Richmond, Virginia, and 4 hours south of Washington, DC. The City has a budget of \$210,000,000.00 of which \$54,000,000.00 is the General Fund. The City operates the electric system, natural gas, water and wastewater, and stormwater. The City has a capital improvement plan which totals \$20,000,000.00 annually.

### **History**

The City has considered the construction of a Civic Center on several different occasions, in the 1940's, 1974, and in the late 1990's. Recently, the City has embarked on revitalization of the Center City (downtown) and progress is being made. The City has invested more than \$50,000,000 in the Center City since 2000, with the construction of the Library, the Train Station, and the Imperial Centre. More recently the City spearheaded the redevelopment of the former African American Business District known as the Douglas Block. Phase I of the Douglas Block cost \$7.9 million and construction started January 4, 2010, and a certificate of occupancy was issued in December 2010. The Douglas Block has 25,000 square feet of commercial space and 8 apartments, and to date 85 percent of the commercial has been leased and only one apartment is available for lease. The City is currently involved in a \$6,000,000.00 streetscape project (Phase 1) of Main Street in Downtown Rocky Mount, and this phase of construction should be completed by December 2012.

The Rocky Mount City Council is committed to the revitalization of the Center City; however, they also recognize in order to accomplish their goal to encourage investment in the Center City, and create a new economy, the City must have a venue which creates a destination location in the downtown.

**City Contact**

The City of Rocky Mount contact person for responses to questions is Delton L. Farmer, Purchasing Manager. All questions are to be submitted to Delton L. Farmer via email at [delton.farmer@rockymountnc.gov](mailto:delton.farmer@rockymountnc.gov).

**Market Feasibility Study**

The City would like a market and feasibility study of a venue which could generate traffic for the downtown. The Rocky Mount Event Center would be flexible space that could host sporting events, basketball, indoor soccer, and volleyball; however, the space should be flexible enough to also host trade shows, expositions, seminars, and conferences. The seating capacity for athletic events should be at least 5,000 seats. The Event Center has not been designed nor the location determined; however, a local architect has determined a 5,000 seat facility can be located in the downtown area. Rocky Mount has several locations in the Center City which would be suitable for an Event Center.

**Required Proposal Response Information**

The market and feasibility study should do the following. Companies responding to this Request for Proposal are asked to present their qualification information following the numbering scheme below so that evaluators of the responses will be able to evaluate all responses in a timely and orderly process.

1. Outline the professional qualifications of your company to provide the Market/Feasibility Study.
2. Identify previous experience for projects of this nature that your company has performed.
3. Identify current and former clients for which similar work has been performed. Please provide the company name, a contact person's name, telephone number, email address and the year in which your work was performed.
4. Provide resumes of all parties to be involved in the market and feasibility study.
5. Provide examples of projects that moved forward based on your assessment and how they are performing.
6. Provide a timetable for completion of the market and feasibility study.
7. Determine whether a market for an Event Center exists.
8. Identify the niche market, if any, that would be viable for a facility located in Rocky Mount.

9. Evaluate the feasibility of operating an Event Center and the potential budgetary implication of the facility on the City's budget.
10. Identify the annual operating cost of an Event Center to Provide a five year proforma on the annual operating business of the Event Center – showing if it can be a stand alone operation or if it requires a subsidy from the city for both capital improvements and operations
11. Determine the economic impact of the Event Center on the Rocky Mount economy, downtown, and the Twin County region.
12. Identify the impact on the revitalization efforts for the Rocky Mount Center City.
13. Is there any cannibalization of existing facilities? Ultimately you want to know the incremental impact on revenues, tax base and etc.
14. Identify and quantify demand of ancillary/ complimentary businesses to the “center”
15. Determine if there are any “gaps”/opportunities that are available due to the lack of supply (these may be different from those that support the center)

**Qualifications of Respondents;**

Respondents to the request for proposals should outline their professional qualifications to provide this service, identify previous experience and identify current and former clients for which similar work has been performed by their company. Resumes of all parties to be involved in the market and feasibility study shall be included in the proposal. Examples of projects that moved forward based on your assessment and how they are performing.

Respondents should also provide a timetable for completion of the market and feasibility study.

**Proposal Responses Due Date**

Persons or companies interested in submitting a proposal to conduct a market and feasibility study for an Event Center in downtown Rocky Mount shall submit seven (7) complete sets of proposals by **2:00 p.m. on TUESDAY, JUNE 26, 2012** to Mr. Delton Farmer, Purchasing Manager for the City of Rocky Mount.

All proposal responses are to be delivered to the City of Rocky Mount Purchasing Office located at 331 South Franklin Street, Rocky Mount, N. C., 27802. If proposal responses are being hand delivered they may be delivered to the Purchasing Office located on the 4<sup>th</sup> floor of the Frederick E. Turnage Administrative Complex, Monday through Friday, 8:30 a.m. – 5:00 p.m.

The City of Rocky Mount reserves the right to reject any and all bids and to waive any informalities. The City of Rocky Mount will not discriminate against any bidder submitting a bid because of race, creed, color, national origin or handicap.

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Purchasing Manager  
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[Delton.farmer@rockymountnc.gov](mailto:Delton.farmer@rockymountnc.gov)